



## Ray Edwards Show, Episode 351

### The Most Expensive Training (And Why I Will Not Recommend It)

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**Female Recording:** Coming up on the Ray Edwards Show.

**Ray Edwards:** Most people leave learning to chance and to the direction of other people and organizations. My suggestion is to engage in intentional learning. Take control of what goes into your mind. Ray Edwards Show Episode 351. The Most Expensive Training Ever and Why I Will Not Recommend It.

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**Male Recording:** The Ray Edwards Show. This is the podcast for prosperity with purpose.

**Ray:** You've never heard me talk about a training I don't recommend, because I usually don't do that. Today, I'm going to identify the most expensive training I ever took, why it was a mistake, and why I definitely recommend you do not participate in this training. Before that, however, I should tell you that this episode is sponsored by the final session of the Copyrighting Is a \$1,000,000 Business Workshop. Seats are available as of this recording. They may be gone by now.

You can check for details at [www.RayEdwards.com/copymillion](http://www.RayEdwards.com/copymillion). That's C-O-P-Y-M-I-L-L-I-O-N. [RayEdwards.com/copymillion](http://RayEdwards.com/copymillion). There's a link in the show notes, by the way. If there's seats available, you'll be able to purchase one. If not, then you will have missed it.

You might ask, "Why is this the last session of this event? If it's good, why are you not doing it anymore?" This training is going to be rolled into our new training which will be more expensive, so this would be a good opportunity for you to get this part of the training at the best possible price. It's going to be rolled into our new program called The Ray Edwards Endorsed Service Provider and Certified Copywriter Training. More about that in the near future.

If you want to get on the waiting list to learn about that when it becomes available, you can go to [EdwardsCertified.com](http://EdwardsCertified.com) and get on the waiting list. We'll let you know as soon as it's open and you can get more information about it that way. That's [EdwardsCertified.com](http://EdwardsCertified.com).

Also, I should mention that for students of our Prosperous Business Academy, the material inside your member's area this month will contain more information about the subject of this podcast. Remember, the podcast is part of your homework for the month, so make sure you listen carefully. Now, let's get down to it.



When I was starting my online business, I tried something that I see most people try these days. I've seen it from the beginning. I've been doing this for over 10 years now and I've seen this is just the common pattern. That is, to try to take the cheapest way out at every turn. I tried to download free material, to get free videos off YouTube, to get free audios, to get the free opt-in gifts, watch the webinars and learn from those bits of information, and piece together my plan for how to be successful online. I was working in corporate radio at the time.

This is a flawed approach at best. It cost me more to take this do-it-for-free, do-it-yourself approach than it would have to invest in the proper training. Some people say experience is the best teacher. Andy Andrews has a quote from his book, *The Noticer*, that I really love. It's this. "Experience is not the best teacher. Other people's experience is the best teacher." Because experience usually winds up with you making a lot of mistakes.

I would say that the most expensive training is trial and error. Arrogant independence and foolish frugality. That is the most expensive training you'll ever undergo. I urge you, don't sign up for that course. Don't continue to force yourself today to pay the highest price for your education.

The highest price you can pay is lost years of success. Lost years of peace of mind. Lost years of performing at the highest level possible for you. You can live your best possible life by following five intentional performance principles that are the exact opposite of the do-it-yourself method. I'll get to those in just a bit. I'll leave you with this thought for the moment. Robert Orben said famously, "If you think education is expensive, try ignorance." More on all that coming up.

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**Male Recording:** Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

**Ray:** Spiritual Foundations this week is a simple verse from Proverbs 18:15, and it says this, "Intelligent people are always ready to learn. Their ears are open for knowledge." Now, this assumes that you consider yourself an intelligent person. I assume that you do. It assumes you're always ready to learn. If you're not, try to prepare your mind to be always ready to learn. I believe I can learn something from everybody, even if the something is an example of how not to do something. Keep your ears open for knowledge.

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**Male Recording:** Now, simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

**Ray:** Tip of the week. I'm late to the party with this recommendation, but I've been thinking a lot about travel lately. We're doing a lot more travel and some of it's going to be international. I've become very conscious of the price of tickets. I was pricing

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tickets for a trip that we have tentatively scheduled later this year and the ticket prices were-- are you ready for this? \$10,000 each. That's just nuts. I don't care how much money you make. If you can do better than that, you should.

I have found-- everybody knows about this site. Maybe like me, you thought it was a tool of the past and didn't realize it's still very useful today. It's Kayak, Kayak.com. I just signed up for the fairest of places that I'm planning to go and sign up for the alerts so that when the price drops-- you know how this works. Sometimes your ticket can be 10 grand today and it's five grand tomorrow or less. I signed up for alerts for the upcoming trips that we're taking just to keep my radar out for less expensive tickets in the same seats. I definitely recommend it. The app is pretty friendly to use. Of course, you have to sign up like you have to sign up for everything these days.

Just one more tip, if I may. I try my best not to sign up using social media networks. It's easy to just click and sign in through Facebook, but I just have a fundamental bias against doing that. I like to come up with my own username and password for every site I'm a member of. It may be just my own quirkiness, but that's my recommendation. You can do as you wish, which of course, you will.

**Male Recording:** Now, our feature presentation.

**Ray:** How to avoid the most expensive training available and invest in the best training available instead? It's by following the five intentional performance principles I'm going to lay out in this episode. Let's define our terms. What does it mean to have intention? This might feel third grade, but I've gotten obsessed lately with going to the dictionary and being very strict about how we use words and defining what they actually mean, because words have a precise meaning and we should use them with precision.

Intention, according to Webster's Dictionary means, definition number one, done by design, on purpose. Definition two becomes a little more interesting. Of or relating to epistemological intention. Having external reference is Part B of that definition. Let's break that apart. We know what by design or on purpose means, but what about this epistemological thing? What is epistemology? Webster's defines epistemology as relating to the study of the nature, origin and limits of human knowledge. I say that sounds pretty consistent with how I would use the word.

Intentionality in the case of our discussion today, I believe, can be defined this way. To take action by design to achieve a particular purpose based on the best information one has about reality. I know. Of course, right? That's what I would do. That's common sense. Well, is it common sense? Is it? Ask this question. Is it common practice? Look at the people you know and tell me are they taking other action by design to achieve a particular purpose based on the best information available to them about reality?



Maybe you know some people who don't exactly do that. Maybe they don't even get to taking the best action. Maybe they don't even get to taking any action. Not you certainly, but maybe you know some people like that. Or, maybe you know someone like that very, very intimately. Maybe, in some parts of your life, you are like that. Here's how to fix that problem, because it is a problem. The five intentional performance principles.

Number one. The principle of intentional learning. Most of the stuff we learn in our lives is learned by the time we're 12 years old. For most people, that's true. 80% of their knowledge that they'll have in their entire life, they've accumulated by the age of 12. After that, they just keep relearning the same things over and over again.

I don't know if you're aware of this, but statistics tell us that after people graduate from college, the average person does not open another book and read it in its entirety for the rest of their life. That's just crazy. It's tragic because books are a world of knowledge that's available to any of us and you can get them. If you don't have any money-- by the way, there are these buildings called libraries. I know they have fallen into disuse slightly, but they still operate. You can go in and actually get books for free. You're welcome.

Now, think about this. By the age of 12, you've learned lots of things and most people listening to this show are older than the age of 12. Did most of the things you learned, did you decide consciously, "I'm now going to learn about subject A", learn it thoroughly from top to bottom, analyze the different opinions about this subject and come to your own conclusion about which view is right and correct. Is that how you learn most of what you learned?

If you're honest with me and with yourself, the answer is no, that's probably not how you learned most of the stuff you learned. Most of the stuff you learned is a hodgepodge of stuff that came to you through your parents. There's a scary thought, for some of us. As for some of us, it's a great thought, but just think about that. Most of the learning came from your parents, from your teachers. That's a little more frightening. From preachers. We're getting into even more scary territory. From television, media, movies, comic books, magazines, newspapers, your friends, your peers, marketers, advertisers, corporations, government agencies.

Most of the stuff in your life that you learned came from one or many or most of those sources and you just absorbed it and accepted it. Most people leave learning to chance and to the direction of other people and organizations. My suggestion is to engage in intentional learning. Take control of what goes into your mind. You can start by taking inventory of all all the beliefs. I talked about this on an earlier podcast. Inventory all the beliefs you have about everything.

If you want to do this, if you really want to take this seriously. Students of the Prosperous Business Academy, this is definitely part of your assignment this month. Make a list of everything you believe. Just take your journal, start writing and don't stop writing until you run out of things-- you just can't possibly write another thing.



Then carry that journal with you and add to it as you realize-- because you're going to realize as you start thinking about this, you're going to realize more and more things you believe.

I'm looking at a bookshelf right now and I realized that somewhere in my life, I picked up the idea that if it's printed in a book, it's more likely to be true. Now, I noticed I did not say that I just accept it as true, but I did learn it's more likely to be true. Well, the fact is, any lunatic can publish a book now. Any idiot can publish a book. Any super-intelligent person who's intent on manipulating your behavior can publish a book. Holding the belief that it's printed in the book makes it more likely to be true, that's a belief I don't really want to hold.

What beliefs are you holding on to that are not true? That's a whole exercise unto itself. I encourage you to do it. If you do it, I'd love to hear the results. Put them in the comments, you can go to the show notes to this episode [RayEdwards.com/351](http://RayEdwards.com/351) and I'd love to hear what you discovered with this exercise it. If it plays out for you like it played out for me, it'll shake you up, and that's good.

Now, let's assume you've inventoried your beliefs, you've begun working on changing the ones that don't serve you and adopting ones that do, take control of what goes into your mind. Here's a premise that I want to share with you that I believe to be true. This is a belief I hold that is true. What goes into your mind controls what comes out of your mind. Think about it. How can you have an idea that isn't based on stuff you've already read, heard, seen? How can you have an idea based on things you haven't experienced? Things that haven't come into your mind.

When you start out in life as a baby, your perception of the world is a massive blob of light, sound and pain and different bodily sensations. You begin to form concepts about what things are, what they mean. You begin hearing sounds that come from other beings and you figure out they're trying to communicate with you and you try to communicate with them. You begin processing stuff that comes into your mind, to your senses and interpreting it and learning things from it. What goes into your mind controls what comes out of your mind.

If you want to be more creative, put more ideas in your head. If you want to be more correct in your knowledge of the world, learn more about the world by putting the knowledge of the world into your head. Learn intentionally. Zoom this out to a higher level. When it comes to business, marketing, building a business and becoming wealthy or prosperous, how do you know what is right and what is wrong in that area? What is correct and what is incorrect, what is useful and what is not useful. Do you just let marketers tell you the story and you buy what they say, you buy what they teach? Do you think critically about it? You should. You should give it thought.

You should set aside time in your calendar every day for some critical thinking. By critical, I don't mean judgmental, saying mean things about people, that's what most people think critical means. That's not what it means. It means to analyze using logic the facts at hand. What goes into your mind controls what comes out of your mind. If



you want to produce better stuff from your mind, you want to have better ideas, better thought patterns, then control what goes into your mind.

By the way, your thoughts control everything else in your life, including your feelings. Your feelings arise from your thoughts. You might feel like you can't control your feelings. I just have this feeling of being depressed and I can't do anything about it. Well, what have you been thinking about for the last hour or so? Probably depressing stuff, because that's what depressed people do.

Ask me how I know. I practiced this skill all my life. I'm good at it. I'm about 15 minutes away from depression at any given moment if I want to be there. I have to control what goes into my mind and what goes on inside my mind. Control your thoughts, that controls your feelings, that controls your behaviors, that controls your actions, that controls the results you have in life. It's important to control what you're thinking about what you're learning.

All learning is not created equal and not all learning is good. There's two schools of thought about learning. One is just in case learning and the other is just in time learning. Just in cases, "I'll learn this stuff just in case I need it." It's like accumulating stuff. "I'll accumulate all this stuff in case I need it." What that ends up giving us a bunch of junk that you don't need. The same is true of learning. Just in time learning is, "I need knowledge of how to run Facebook ad campaigns. I'm now going to learn how to do that." Again, it's intentional learning.

Principle number two. Yes, we're all the way up to principle number two and I've got five to go through, so I've got to hustle. It's the principle of intentional association. Change the people you associate with to consciously change your standards and your standard of living, your quality of life. What do I mean? Jim Rohn said, "You are the average of the five people you spend the most time with." Economically, attitudinally, emotionally, spiritually. Just look at the five people you spend the most time with, you're the average of those people.

If you have one achievement-oriented person in your life that you spend time with, that's in your top five, who's a positive thinker, an optimist, believes in the power of learning and effort, believes in capitalism, believes in creating wealth by creating value.

You have four other people in your life that you spend the most time with that are negative, that are always seeing the glass is half empty, that are not concerned about taking care of their body, about taking care of their mind, about taking care of their finances, about taking care of their business, that are caught up in weird conspiracy theories and spend most of their time talking about what the government's doing to them instead of what they can do about improving their lives. Those four people who have those beliefs and attitudes that don't serve them, I'll just put it that way, they will drag you down. They'll drag down the average that is-- the bar may be set really high by that one positive person or those two positive people



that you have in your top five, but the weight of those other people will pull down the average.

I believe that there's a problem that Jim Rohn did not address here, that is some of us don't have a choice about the five people we spend the most time with. Maybe we live with some of those people who are not serving our highest and best interest by the attitudes, thoughts and behaviors that they exhibit. Maybe you are the son or daughter of someone who doesn't believe in entrepreneurialism, doesn't believe in bettering yourself. Maybe you are married to a person who holds those beliefs. I'm not saying you get rid of your spouse, but I am saying you have to be conscious of what you're dealing with.

Maybe you work with a bunch of negative people. A bunch of people who are producing results in their life you don't want to duplicate. Maybe they're all fat, sick, broke and headed for a destitute life of abject poverty, and being 75 years old, being a greeter at Walmart because that's what they have to do to pay for the dog food they eat. If you don't want to become those people, what do you do if you're forced to be in close proximity to them?

I believe the thing that Jim Rohn missed here is you are the average of the five people you spend the most intentional time with. You can choose a group of peers who force you to raise your standards, who hold you to a higher standard. I have a mastermind group I'm part of called the Green Room Mastermind, you've heard me talked about it before. In that mastermind is Cliff Ravenscraft, Pat Flynn, Mike Stelzner, Leslie Samuel, Mark Mason. Those five men hold me to a very high standard in my life, in my business, in my personal life. I'm intentionally in relationship with them for that purpose.

I may spend more time physically with other people, but intentional time, I choose to spend with people like that. I'm fortunate. I have people in my family, people in my business I can surround myself with who are like me, who are on this journey of improving their lives and improving the lives of others. Even if you're stuck with people around you that are not like that, you can intentionally form associations with people who are.

I will say, if you can change the people in your life that you're hanging around, if you've got four people that you work with, this is going to be hard for some of you. If you're friends with somebody who is in this place of negativity, of disempowering beliefs and thoughts and you can't get them to join you on the journey to better life, maybe it's time to get some new friends.

How did you become friends, to begin with? Did you say to yourself, "I'm going to make a list of all the qualities I want in a good friend and I am gonna look for friend like that." We'll do that if we're looking for a mate, sometimes. Other times our hormones just get hopeless and we end up with somebody that we didn't really know until it's too late. Fortunately, I did think about the kind of person I wanted to be with,



and I found that person. We've been together now for over 33 years, so I think its going to work.

What about your friends? Did you pick them that way? Did you make a list of qualities in your friends, make a list of checkboxes to make sure they meet all those qualities? Or did you just become friends with people you were randomly thrown together with by circumstance? Maybe it's time for some new friends.

By the way, you don't have to make an announcement. You don't have to go to the person who you're friends with and say, "I've figured out you're kind of a stinker of a person and I don't need to be friend with you anymore." I recommend against that. It's just not a kind and it's not necessary.

Principle number three. The principle of intentional feedback. Your performance in any area of life, whether it's interpersonal relationships, or business, or organization, or finances, or your physical fitness, your performance will only improve with feedback and you must get external feedback from a source you trust. You cannot trust yourself to give you the best feedback. You can't.

I'm fond of the saying, "You can't see the picture when you're inside the frame." Hopefully, that explains what I mean by this. Richard Feynman, the famous physicist, once said, "The first rule of science is you must not allow yourself to be fooled and you're the easiest person to fool." We are. We fool ourselves all the time. We kid ourselves.

Here's an example. I have a gym membership and I've been working out at the gym for quite a while. Then I hired a personal trainer. I found out I was working out much harder with my personal trainer than I ever was at the gym. Why? Because at the gym, I thought I'm working out pretty hard. I was not qualified to give myself that feedback. I needed external feedback from a source I trust.

There is a thing in business called the Hawthorne Effect. It was a term that was coined back in 1958 by a man who was analyzing some experiments at the place called the Hawthorne Works. It was western electric factory outside the Chicago. The Hawthorne Works had commissioned a study to see if workers could become more productive in higher or lower levels of light. The workers' productivity seemed to improve when changes were made in the lights and slumped when the study ended. The bottom line was not that it was brighter or dimmer lights that made them more productive, it was the changes.

Ultimately, they figured out it was actually the attention being paid to the workers. This ends up being a piece of business advice that Peter Drucker has been quoted many times about where he says, "That which has been measured, improves." When you measure people's performance, it improves. When you measure your performance, it improves. When you have somebody else measuring your performance, it improves.





I have also heard this. "That which is measured and reported publicly improves exponentially." This is why, I believe, things like Weight Watchers and 12 Step groups work so well because you're not just measuring your performance at how many calories you eat, or points you consume, or whether you've had any drinks or not, you're reporting on that measurement to other people and that makes the improvement much greater.

Getting intentional feedback means you are going to measure the performance in different areas of your life, like in your business, your business performance, getting new business, taking care of customers, customer service, quality of products, the efficiency and the power of your team and how they work together. You're going to measure all those things and it's best if you report those measurements, and it's best if you report to an outside set of eyes, an external feedback mechanism or person. This is why consultants, coaches and mastermind groups are so important.

It's why the Greenroom Mastermind is so important to me. It's why members of our own Empire Builders Mastermind group, it's important to them because they get external feedback from people who don't have a vested interest in their personal stake in a situation. They don't have a vested interest in protecting feelings.

You know what I'm saying. If you got your spouse, you say, "Honey, do I look fat?" What are they going to say? It's obvious. They'll say, "Yes, I've been telling you that for years." Well, that's a problem you need to address. Usually, the response will be, "Oh, no. You look great." When maybe you do look fat. Maybe they can find a better way to express it. Kinder, gentler, with more love and caring, but you need somebody to be honest with you.

You've got to find people who don't have an emotional vested interest in the situation. In that situation, the emotional vested interest might be they don't want to get hit by a flying piece of crockery. That which measured improves incrementally. That which I measured and reported publicly improves exponentially. Get intentional feedback.

Principle number four is intentional discomfort. We are living organisms, most of us. That was a joke. Living organisms are in one of two states. Either you are growing or you are dying. There is no in-between. You're growing or you're dying. Think through this with me. To grow, you must push through resistance. That's not comfortable. When you were born, there was resistance. It was not comfortable for either party, but it had to happen for you to be born.

Just the mere act of growing up, of growing into an adult human being causes discomfort, we call them growing pains. When you participate in sports, there's discomfort called practice. When you exercise, there's a discomfort. We think of soreness, pain, sweating and it'd be unpleasant. It's true of learning. If you're learning a new concept that's complex, we often say, "This makes my brain hurt." It's uncomfortable.



All growth. All growth is uncomfortable at some level. I'm going to paraphrase Tommy Robins here, who said, "The level of your success will be in direct proportion to the level of discomfort you can comfortably tolerate." You become comfortable with discomfort. You can change your associations to discomfort.

I'm working on changing my association to the feeling of hunger. I realized that at some point, I developed such an aversion to hunger, I never want to let my stomach be empty. Now, I'm on an intentional fasting routine where I fast for 16 hours and eat in an eight-hour window of the day. When you do that, your stomach becomes empty. At some point during those 16 hours, you become hungry. Trust me. I don't care what any of those intermittent fasting guys tell you, you become hungry. I'm learning to like that sensation. It makes me feel that I'm doing something good for my body, of good for my brain, and I am. I recognized that the level of my success in that endeavor and in every other endeavor in my life will be in direct proportion to the level of discomfort I can comfortably tolerate. So intentional discomfort.

Number five is intentional leadership. Now, a friend of mine actually named his company Intentional Leadership. Hat tip to Michael Hyatt. What do we mean by intentional leadership? It's leading on purpose based on the facts you know about reality. There are things a leader must know in order to lead effectively. A leader must know why they're leading, who they're leading, where they're leading and how they will lead.

I like what John Maxwell says about how to know if you're a leader. "Look behind you. If people are following you, you're a leader. If nobody is following you, you're just taking a walk." You might say, "Well, I'm not leading anybody right now." If you want to progress in life, if you want to have more impact in the world-- even on a spiritual level, especially on a spiritual level.

Some people like to write off their spiritual aspirations as that's not something you can quantify like a job. The heck, it's not. The apostle Paul was fond of quantifying his spiritual leadership accomplishments. Just read the New Testament, you'll see what I mean. He frequently lists his accomplishments, and his mistakes, and his difficulties.

Especially in the spiritual realm of leadership, if you want to make a bigger impact, you need to become intentional about leading. That means you've got to figure out why you're leading, who you're leading, where you're leading them and how you will lead them, and the first person you need to lead is your self. If you don't know what that means, here's what it means.

If you say, "I'm going to start getting up at 5:00AM", and every morning, you hit the snooze bar and you're not up until 7:00, you're not doing a very good job leading yourself and you're sending yourself a message. That message is, "I can't count on me. I don't keep my word to myself." You can't keep your word and have integrity with other people if you don't have integrity with yourself.



Stephen Covey wrote that private victories precede public victories. In other words, you keep promises to yourself first. "I'm going to get up at 4:00AM every morning." You get up at 4:00AM every morning like clockwork. You begin to see I kept that promise. I have integrity. I like that about myself. "I'm going to work out every day." You work out every day. You realize I kept that promise. I like that about myself. I'm leading myself to be a better person. I have an entire code of conduct that I review every single day. That's part of me leading me. I'm the first person I lead.

The next person you lead are probably going to be family members in your life. I'm going to say something that's going to upset some people, but if you're a woman and you're married to a man, yes, you lead the man and the man leads you. You are co-leaders in your relationship. I believe that's biblical, for those of you who are shouting at me right now through the podcast tubes.

Get over it. If you study it carefully, you'll see that I'm right. If you don't see that I'm right, you are deceived. If you don't believe you're deceived, remember what Chris **[unintelligible 00:34:32]** says, "The first quality of deception is you are deceived." The next people you lead are going to be your children. Then you lead in ever-expanding circles. There's the inner circle of close friends, of coworkers, people in the community, people in your church.

Let me share something with you. If you feel like in your leadership capacity and all those roles that you don't get a lot of respect, I'm going to give you a believe that I hold that I'm going to ask you to consider. At first you may resist it because it's not comfortable. [chuckles] You will receive the exact amount of respect from others as you have toward yourself. Let that soak in. You will receive the exact amount of respect from others as you have toward yourself.

Now, I do believe you need to respect other people, when they deserve it. I respect certain things about all people because they are human beings, they have certain self-fulfilling value and that calls for respect, because they're made in the image of their creator. That's what I believe. All the rest of the respect I **[unintelligible 00:35:55]** to people is based on their behavior, as it should be.

You can't base your self-respect on what you see coming back to you from other people, you have to respect yourself first. This is why we like confident people. Don't you like to be around a person who's confident, who knows where they're going, who's certain of the outcome? Maybe they're even afraid, like you are, but they're determined that we're going to do it anyway, we're going to succeed. They push through the fear. We like that quality of confidence in people. We follow that quality of confidence. Intentional Leadership.

Follow me and see if you don't think this is true. There are people who are physically, by the standards of society, who are physically unattractive. Yet, we find ourselves attract to them. They seem attractive to us. Why? Because they exude self-confidence. They're comfortable in their skin. They may not be the right shape, or the right color for some people, or have the right hair, or lack of hair, but there's



something about those people and their confidence that is magnetic. This is what it is. We crave to be led by people who know what they're doing, who know where they're going.

You've got to have that self-respect because you will receive the exact amount of respect from others as you hold for yourself. There's a thought that will cause you some discomfort and challenge you, I'm sure. It's good for you.

To sum up the point of this podcast, and there is one. The point is this. Avoid the most expensive training that you can ever take, and that is doing things by trial and error and figuring it all out yourself. Take the accelerated path and learn from the patterns of success that come before you. You do this by exercising the five intentional performance principles. They are, number one, intentional learning. Number two, intentional association. Number three, intentional feedback. Number four, intentional discomfort. Number five, intentional leadership.

This is the pathway to prosperity. If you understand the truth about prosperity, and it's not like most people think. "Oh, don't talk to me about the prosperity gospel. You're preaching a health and wealth gospel." Well, what are you preaching? The sickness and poverty gospel? That's a different podcast. I need not let that get away from me here.

I like to end with this quote from Ayn Rand, who says, "The degree of a country's freedom is the degree of its prosperity." Something to think about. All right. A little housekeeping before we close up. Remember, if you want to be at the final session of the Copywriting Is A Million-Dollar Business Workshop, you can find the details about that at [RayEdwards.com/copymillion](http://RayEdwards.com/copymillion) if it's still available. We only have about 12 seats, so they may be all sold out by the time you hear this. Maybe not.

If you want to know more about our upcoming training called the Ray Edwards Endorsed Service Provider and Certified Copywriter Training, you can sign up at [EdwardsCertified.com](http://EdwardsCertified.com) to get information where that's available. If you want to find the show notes and information to links to stuff I've talked about here, you can find that at [RayEdwards.com/351](http://RayEdwards.com/351), that's the episode number. Until next week, I pray that God will bless you, that He'll keep you, that you will enjoy peace, good health, long life and prosperity. See you.

[music]

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**Male Recording:** Each week, we bring you a message of prosperity with purpose and freedom, remembering that true freedom is available to all through Jesus Christ.

**[00:40:15] [END OF AUDIO]**